



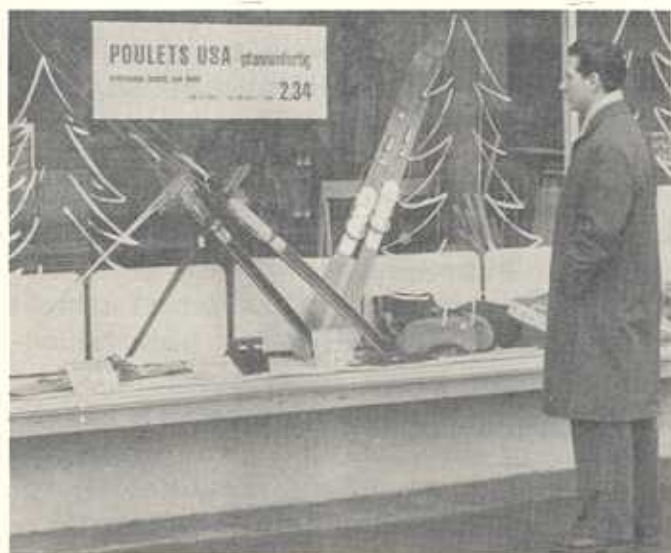
THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

Number 2

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March 1959



HEDGES SAYS SWISS LIKE OUR FROZEN POULTRY

A potential customer stops to read a sign in the window of a Zurich store featuring U.S. poultry. Attache Irving Hedges reports real interest on the part of the Swiss people in this new import. Top quality combined with attractive prices have made quick-frozen, ready-to-cook poultry the fastest-growing U.S. export to Switzerland. Irving says the price in Switzerland is equivalent to about 50 cents a pound, and is far below the price of any other meat available to the Swiss housewife. U.S. poultry exports to Switzerland doubled in 1958, reaching a total of over 13 million pounds.

MARKET DEVELOPMENT MEETING PLANNED AT BOGOTA IN APRIL

The Latin American agricultural attaches will convene at Bogota, Colombia, April 1-8, for a second Latin America area market development conference. Senior attaches from each Latin American post will attend.

FAS PREPARES FOR TARIFF NEGOTIATIONS IN 1959-60

Establishment of the European Common Market and extension of the Trade Agreements Act, both key events of 1958, have set the stage for an active GATT schedule in 1959 and 1960 and have made trade policy a timely topic around the world.

The Trade Agreements Extension Act of 1958 provides the domestic authority for U.S. participation in a general round of tariff negotiations now tentatively scheduled to begin during the last half of 1960.

The International Agreements Branch, ably assisted by many other FAS representatives on various country committees, are riding herd on plans and preparations for this event. At least ten GATT meetings are scheduled for 1959, including the 14th and 15th Sessions of the contracting parties to the Agreement. Agriculture will be represented at most of these meetings.

Phil Eckert, attache in Germany, traveled from Bonn to Geneva in February to help on the question of German import restrictions. Jim Birkhead of the Tobacco Div. also went to Geneva for tobacco consultations related to the association of overseas territories with the Common Market. Hans Richter of FAAD attended an early March meeting on "agricultural protectionism" and its effects on international trade.

Others in FAS and the Department generally will be packing their bags for GATT meetings later on.

Several Members of Congress and Government officials from Washington, as well as U.S. trade representatives, will be there.



ESKILDSEN INTERVIEWS INDIAN AG OFFICIAL

Clarence Eskildsen, attaché in New Delhi, is shown conducting a radio interview with A.P. Jain, Indian Minister for Food and Agriculture. The interview was broadcast over a nationwide U.S. radio network and was widely reported in the Indian press.

Mr. Jain described India's agriculture and how the tremendous imports of American foodgrains supplement it.

FAS BUDGET PROPOSALS PRESENTED TO CONGRESS

Assistant Secretary Clarence Miller presented the FAS budget proposals for the 1960 fiscal year before the Congress on March 10. He was accompanied by the FAS Administrator and other officials.

The proposed 1960 budget is at the same level as the one under which FAS is operating during the current fiscal year.

FIELD PERFORMANCE RATINGS NOW BEING PREPARED

The field performance ratings are being prepared following the same procedure as last year. At present the review panel is going over the end-user ratings, and rating forms for the assistant attaches, administrative assistants, and secretaries should be arriving soon at the posts for completion.

ATTACHE NEWS NOTES

Anthony C. Cunningham, agricultural assistant in Dublin, is attending a seminar in American studies at Salzburg, Austria. Cunningham is using all his accumulated annual leave to participate in seminars on "American Agricultural Policy" and "Problems in Agricultural Economics."

Francis H. Jack III, assistant attaché in Lima, was in Washington for consultation in February.

Dr. S. Cabell Shull, assistant attaché, London, and his family are back in London after home leave.

Fred Rossiter, Ottawa, was a guest speaker at the Canadian Federation of Agriculture's annual meeting held in Saskatoon, Sask., in late January.

Larry F. Diehl has taken up his new duties as assistant attaché at Ottawa. He has a nice house and a new hobby, snow-shoveling. The drifts have been up to five feet high.

On the way to Washington for consultations and home leave is Gordon Schlubatis, Nairobi. Consultation dates are March 27 through April 2.

Des Raj Gulati, agricultural asst. at New Delhi, reports on a wonderful and educational trip to Washington to attend a training school for professional foreign nationals. Back in New Delhi, he's getting used to working in the beautiful new chancery building.



THE FAS LETTER

To Agricultural Attaches and Officers

United States Department of Agriculture
Foreign Agricultural Service
Washington 25, D.C.

Send your contributions to
Alan Clem, Editor, FAS Letter

PROMOTIONAL DINNERS CALLED "BIG SUCCESS" IN GERMANY

The first in a series of promotional dinners that are being tested in West Germany as a means of building and maintaining commercial markets for the best U.S. foods has been called a "big success" by Phil Eckert, attache in Bonn.

The first dinner was held in Frankfurt in February, with 78 German business and government people taking part. The group was larger than expected and reacted enthusiastically.

The combination sales promotion and public relations project is being carried out in seven German cities, the last to be held late in March at Bonn.

The buffet-type meals feature U.S. turkeys and chickens as the main course. Other items on the menu are U.S. rice, fruit and fruit juices, soybean products, and a variety of mixes and prepackaged foods.

An unexpected bit of excitement came when Mary Swickard, AMS home economist supervising the preparation of the dinners, backed into one of the ovens at the Palmengarten Hotel and her skirt caught on fire. She was not injured and carried on (with aprons) in the true spirit of foreign service.

Purpose of the West German pilot project is to determine the practicability of carrying out similar promotional activities in other countries.

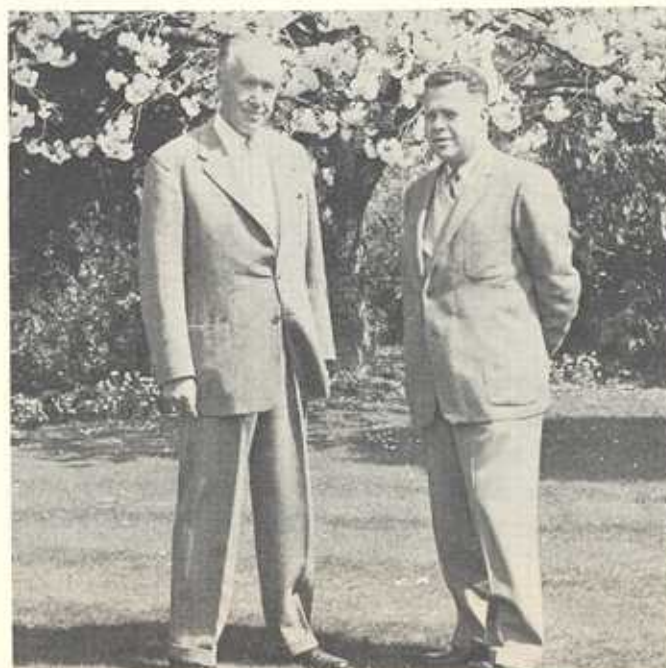
AMBASSADOR AND ATTACHE AT NEW ZEALAND COLLEGE

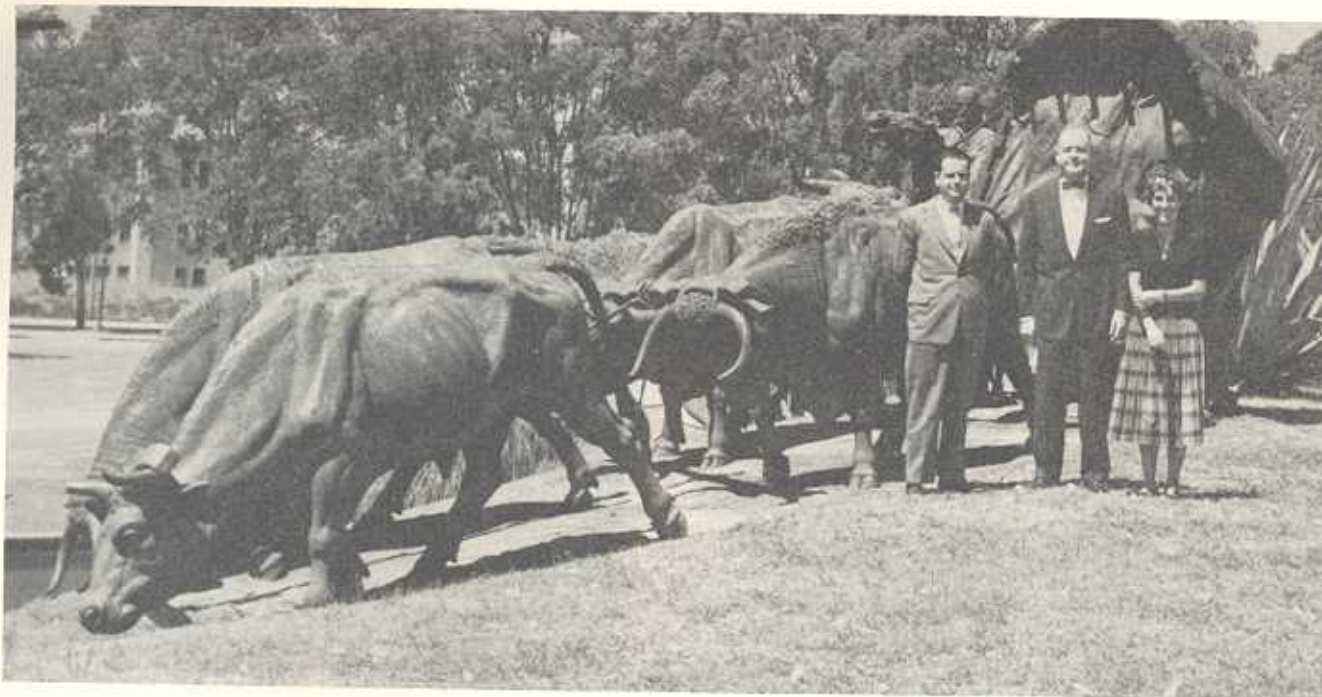
Ambassador Francis H. Russell and Attache Dan Brady enjoy the weather and the scenery on the beautiful campus of Massey Agricultural College in New Zealand. Massey is one of New Zealand's two agricultural colleges and is situated in the heart of the rich Manawatu farming area, near Palmerston North.



ROY SELLERS AND THADANI
LOOK AT A CHAMPION

This Rhode Island Red cock was first prize winner in the village class at the Bombay State 25th annual poultry show. Inspecting the bird are Roy Sellers, agricultural officer, and J.A. Thadani, ag asst. at Bombay. Roy credits Dr. R.M. Patel, Bombay State poultry officer, with doing a fine job of promoting poultry development in the State.





ATTACHE STAFFS



MONTEVIDEO

URUGUAY

The statue is called "La Carreta". The other attractions are (l-r) Jack Tyler, reporter; Henry L. Buckhardt, attache; and Alice Courtoisie, clerk-typist. The picture was taken in Jose Batlle y Ordones park in Montevideo.

LISBON

PORTUGAL

Standing before the Jeronimos Monastery, one of Lisbon's beautiful old buildings, are (l-r) Alice C. DaSilva, clerk-steno; Herbert K. Ferguson, attache; and Domingos E. Santo, reporting asst.

THE HAGUE

NETHERLANDS

The attache staff in The Hague chose a typical Dutch setting for their picture. This old mill, built in 1621, is located at the edge of town and is now used as a residence. These old mills are still used to lift water from low canals to higher ones. (l-r) Henk van den Berg, ag asst; Tilly Micsky, adm asst and secy; Nan Engels, clerk-steno; Bob Reed, attache; and Bill Luykx, senior ag asst.



ATTACHE STAFFS



TEHRAN

IRAN

The Tehran staff poses for its picture in an arboreal setting. Smiling are Jalil Mahmoudi (left), economic specialist, and Seda Hovnanian (center), administrative asst. The dignified gentleman is Attache William Hatch, of course.



PERSONNEL DIVISION

WASHINGTON STAFF

Standing (l-r): Kenneth F. McDaniel, Dir; Lillian E. Stephen, employee relations and training officer; Eva Arnow, appointment unit supervisor; Anna Bell, clerk; Sara Dowrick, personnel clerk; Vivian Norris, secy to Deputy Dir; Mildred Peitz, secy to Dir; Margaret Fauntleroy, placement officer; Winnie Martin, placement asst; Laura Dee, clerk; Sybil Smith, employee relations and training officer; Dorothy Binkley, position classifier; and Eleanor Schreier, Chief, employment branch. Sitting (l-r): Pauline B. Moore, Deputy Dir; Bertha Lambeth, employee relations asst; Virginia Eastman, placement officer; Dena Citrenbaum, clerk-typist; Shirley Best, position classifier; Hazel Kirby, chief, classification and organization branch; and Judy Folsom, clerk (typing).

BRICE MEEKER NAMED FIRST AG OFFICER AT HONG KONG

Brice Meeker, until recently chief of the commodity analysis branch of the Livestock and Meat Products Div., has been appointed agricultural officer at a newly established post in Hong Kong.

Brice will also have reporting responsibilities for some neighboring areas.

A native of Cabool, Mo., Brice received degrees in agricultural economics from Missouri and Purdue, including a PhD from the latter school. He's a former ag economist for the U.S. Navy and served as an attache at the U.S. legation at Budapest, Hungary.

He was an ensign in the Navy during World War II. Brice is married and has one daughter.

He expects to arrive at his new post about May 1.

NEW REPORTING SCHEDULE CALLS FOR MORE INFORMATION

A revised reporting schedule is expected to be ready for distribution soon. The demands upon FAS for more and more foreign agricultural information is reflected in the new schedule, which calls for more reports. The new schedule will be issued in draft form and attache comments and suggestions will be welcomed.

FAS ON THE ROAD

Donald M. Rubel, Dir. of Fruit and Vegetable Div., will evaluate commercial opportunities for U.S. products and consult with attaches and other officials on marketing conditions in northern and western Europe. He will be in the U.K., Scandinavia, Germany, Benelux, Italy, France, and perhaps Switzerland and Ireland.

Mary Ellen Long, Foreign Agricultural Analysis Div., is on a trip to Australia, New Zealand, the Fiji Islands, New Guinea, and Indonesia. She will obtain information on competition of farm products exported from Australia and New Zealand, and attend the 4th General South Pacific Conference in Rabaul, New Guinea. She returns in late May.

Fred M. Lege, Dairy and Poultry Div., just returned from visiting the Dominican Republic, Venezuela, Ecuador and Colombia to aid in marketing U.S. cattle.

To study the competitive production of leaf tobaccos in the Caribbean area and Central America is the object of the current travels of Robert A. Owen, Dir. of Tobacco Div. He will also do market development work on U.S. leaf tobaccos in Mexico, and will return to Washington about April 25.

Robert Miller, International Trade Fairs Branch, recently returned from Switzerland where he helped plan the U.S. exhibit at the International Food Exhibition at Lausanne, June 13-28. He will be U.S. manager.

Martin Smith, International Trade Fairs Branch, is in Calcutta to manage the agricultural exhibit at the U.S. fair March 15 - April 15. Commodities to be featured are wheat and wheat products, recombined milk, and soybean and soybean products.

Wallace Dudley, Information Div., is traveling to Spain, Italy and Switzerland, conferring with attaches and serving as information officer at the Verona



ATTACHES AT EQUATOR

Gordon Schlubatis (left), Nairobi, greets Herbert Ferguson, Lisbon, on the Equator in Kenya. Herb spent several days in Kenya while on an official tour of Africa. He also visited Angola and Mozambique to familiarize himself with agricultural conditions.

ENGLUND RETURNS TO ASSIST "FOOD FOR PEACE" PROGRAM

Eric Englund is back in the saddle again. He has come out of retirement to ride herd on the "Food for Peace" program, as special assistant to FAS Administrator Max Myers.

CALL TO ORGANIZE FARM ECONOMISTS

Readers interested in joining the American Farm Economics Assn. may send applications and annual dues to Robert Schwenger, FAS/Wash. Included in the price are a year's subscription to the Journal of Farm Economics and a 1957 biographical directory of the membership.

Agricultural Fair and the Samples Fair of Sardinia.

Robert Miller, Int'l. Trade Fairs, was in Lausanne, Switzerland recently making preliminary plans for the U. S. exhibit at the AIDA International Food Exhibition to be held there June 13 - 28.

GENEVA WHEAT MEETING CALLED SUCCESS

A market promotion meeting at Geneva, Switzerland, put on through the cooperation of the Great Plains Wheat Growers Assn. and Attache Irving Hedges, has been called an "outstanding success" by Ray Vickery, director of the Grain and Feed Div.

Vickery was in Geneva along with Robert N. Anderson, London attache, for the International Wheat Agreement Conference in February.

About 150 people attended the market promotion meeting, including the delegations of the 45 member countries, members of the staff of the International Wheat Council, and UN staff members assigned to the Conference.

A U.S. travelogue film was shown before the fried chicken buffet dinner. The meeting thus boosted two U.S. farm exports, broilers as well as wheat.

The new agreement, to run for three years, sets the price range from \$1.50 to \$1.90 per bushel. It is good to note that the United Kingdom, a major wheat importer, is returning as a member.



TWO BEAUTIES

Shown aboard the national grand champion Cebu bull of Colombia, Lara Firpo Manso, is Rachel Hopp, daughter of Attache Henry Hopp. The bull's sire and dam are of U.S. origin.



This picture shows the signing of a Public Law 480 agreement with Spain in the amount of more than \$96 million. Seated at left is Ambassador John Davis Lodge, and at right Fernando Maria Castiella, Spanish Minister for Foreign Affairs. Attache John S. Burgess, Jr., is standing next to Ambassador Lodge.



VEGETABLE OILS TEAM VISITS BOMBAY

A Fats and Oils team discusses with Attache Roy Sellers plans for the team's five days in Bombay. The team investigated market development opportunities for vegetable oil products in the area.

(l-r) E.M. Deck, Natl. Cottonseed Products Assn; George M. Strayer, Exec. Dir., Soybean Council of America; Volorus H. Hougen, Chief, Foreign Marketing Branch, Fats and Oils Div.; and Roy Sellers.